

187: PR chat with Marcus Brewster

On Thursday, 25 August 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizwazza) took a closer at the current state of public relations in south Africa and looks at the recently launched marcusbrewster on-demand PR service.

With more than 25 years of experience in the industry, marcusbrewster is South Africa's leading public relations agency and is now flipping the PR industry on its head with the on-demand PR service.



We were joined by Marcus Brewster, chairman of marcusbrewster PR. We spoke about:

- The last 25 years of marcusbrewster PR.
- The current state of the PR and communications industry in SA.
- The communication industry challenges and opportunities.
- How do we measure PR?
- The details around the on-demand PR service.

- We also chat about what the future holds for marcusbrewster and the PR industry.

The beta site for on-demand PR can be accessed at ondemandpr.co.za. For more information about marcusbrewster, please visit www.marcusbrewster.com.

Episode 186: PR chat with Marcus Brewster and the new on-demand PR service.

Date: 25 August 2016 **Length:** 21:49min **File size:** 30MB **Host:** Warren Harding

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and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.

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